C 1750-1

Step by step with John Paul II
NRBA takes center stage in Washington

Broadcasting Oct 8

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

Only Eyewitness News covers Twin Cities' stories in places like Des Moines, England and China.

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KSTP-TV's EYEWITNESS NEWS with exclusive live local coverage from Des Moines, Iowa as Pope John Paul II visits America's heartland.

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PAPER

The Week in Brief

JOHN PAUL'S JOURNEY ☐ The Pontiff arrives in America, for a week's tour of U.S. cities, and if millions of people saw him in person, many millions more were seeing him on TV, as local stations and networks mounted a massive, expensive effort to detail the Pope's visit. **PAGE 27.**

BLACKS WANT IN ☐ The National Black Media Coalition meets in Washington, takes the occasion to drop off at the FCC a massive petition seeking breaks for minorities in all areas of communications. **PAGE 30.**

BUT HOW? ☐ The FCC is gearing up to deregulate radio—but that means different things to different commissioners. It's a mixed bag of options from which the commission will choose, and the specter of court challenges hangs over them all. **PAGE 32.**

DESTINATION: D.C. ☐ Along with Pope John Paul II, some 1,200 radio broadcasters were heading for Washington over the weekend. The station people were going to the National Radio Broadcasters Association annual convention for four days of meetings keyed to the theme of the challenge they face in the 1980's. A complete agenda begins on **PAGE 35**, equipment exhibitor listings start on **PAGE 38** and hospitality suites follow on **PAGE 51.**

PEAK OR PLATEAU? ☐ Brokers feel, and recent deals indicate, that the value of AM stations isn't what it used to be—or at least it isn't going up like it used to—while FM's have become the glamour acquisition in radio. **PAGE 52.**

VICTORY FOR VCR'S ☐ Sony survives first court test; federal judge rules that home videotape recording of off-the-air free programing doesn't violate copyright and doesn't hurt program producers—one of which at least says it will appeal decision. **PAGE 63.**

IT'S RED HOT ☐ Radio is, that is, according to RAB's newest promotion for the medium, which will be backed by Dick and Bert on-air spots and "radio radio" sets. **PAGE 68.**

JUST IN CASE ☐ Newspapers come up with First Amendment insurance policy; NAB says it's looking into similar provision for broadcasters. **PAGE 71.**

NBC HOLDING UP ☐ ABC wins first place in second full week of new season, but last year's also-ran is still this year's strong number two. **PAGE 73.**

TRYING HARDER ☐ In response to extensive criticism of its management practices, the FCC tells the GAO that it's working on improvements, particularly the shifting of more responsibilities to the commission's executive director. **PAGE 76.**

YES, BUT ☐ Appeals court upholds some of the particulars of the FTC's children's advertising proceeding, but indicates it has some doubts about it over-all. **PAGE 79.**

GO SLOW ☐ Comments to the FCC in its inquiry into the possibility of reducing AM channel spacing to 9 khz agree generally on one thing: the commission should take a cautious approach to this question. **PAGE 82.**

OFFENSIVE INTERFERENCE ☐ The FCC says it's going to look into the problems home computers are causing TV set reception and come up with limits on interference. **PAGE 88.**

PGW'S CHUCK KINNEY ☐ The rep firm president was fascinated by the advertising business as a youngster, and still is, as he manages one of the largest broadcast sales firms. **PAGE 113.**

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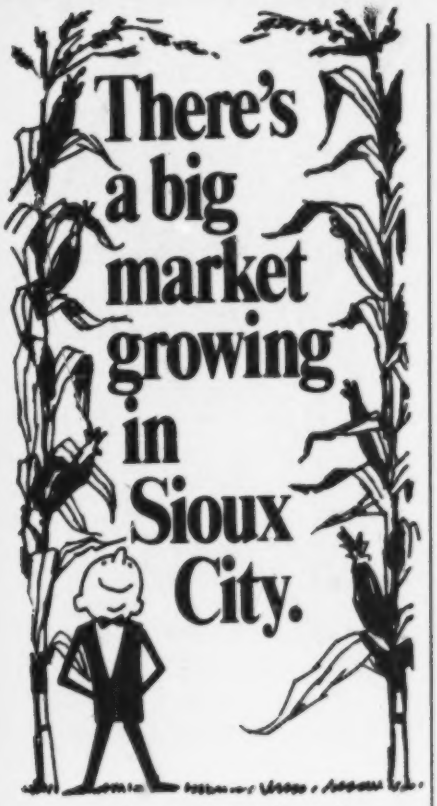

Sioux City is a 2.25 billion dollar market and it's still growing. Television households increased 19% last year. In this emerging market the leader is clearly KCAU-TV, a Forward station.

KCAU-TV—#1 in the 6 and 10 o'clock news slots consistently scoring two to one over the competition.

KCAU-TV and ABC—#1 in prime time.

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KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

New York. Target: adults, 25-54.

Sambo's ☐ Three-week campaign for restaurant franchise begins in early November in 30 markets in Florida and California and Washington, D.C. Agency: Larson/Bateman, Santa Barbara, Calif. Target: adults, 35 plus.

Regal Ware ☐ Three-week flight for Home Security division begins Oct. 15 in five markets including Dallas-Fort Worth, Denver and Chicago. Agency: Scannel, Inc., Brookfield, Wis. Target: total adults.

Warner-Lambert ☐ Two-week campaign begins Oct. 15 for various pharmaceutical products in about 40 markets including Los Angeles, San Francisco, Dallas and Indianapolis. Agency: Ted Bates, New York. Target: total adults.

Firestone ☐ Two-week campaign for snow tires starts Nov. 7 in 36 markets including New York, Boston, Baltimore, Chicago, Detroit, Cleveland, Washington, and Buffalo, N.Y. Spots are placed in all dayparts. Agency: Sweeny & James, Cleveland. Target: men, 25 and over.

King Seeley ☐ Two-week campaign for vacuum products begins Nov. 26 in about 67 markets with spots running in day and fringe times. Agency: Winterkorn, Hammond & Lillis, Rochester, N.Y. Target: adults 18-34, 35-49.

Firestone ☐ Two-week campaign for snow tires begins Oct. 14 in 36 markets including New York, Chicago, Detroit, Cleveland, Milwaukee and Minneapolis. Spots will run in all dayparts. Agency: Sweeny & James, Cleveland. Target: men, 35 plus.

Pierre Cardin ☐ Two-week campaign for men's fragrance begins this week in about 12 markets including Chicago with spots running during prime time and late fringe. Agency: SFM, New York. Target: men, 18-49; women, 18-49.

RADIO ONLY

Ravarino & Freschi ☐ Six-week campaign for spaghetti begins Oct. 15 in Denver and El Paso. Agency: Batz Hodgson-Neuwoehner, St. Louis. Target: women, 25-49.

New York State Dept. of Commerce ☐ Six-week campaign for business development begins this week in nine markets in state including Albany-Schenectedy-Troy, Syracuse and Watertown. Agency: Wells, Rich, Greene, New York. Target: men, 25-54.

Mt. Madonna ☐ Six-week campaign for natural juices begins Nov. 5 in various California markets including San Francisco. Some spots will be placed in morning and evening drive times. Agency: The Dakis Concern, Orinda, Calif. Target: women, 25-54.

Mountain Bell Telephone ☐ Three-week campaign for phone centers begins this week in Denver, Phoenix, Salt Lake City, El Paso, Albuquerque, N.M., and Tucson, Ariz. Agency: Tracy-Locke, Denver. Target: adults, 25-49

Keeping up the pace. Network television spending in August rose by 14.1% over August 1978 to more than $303.5 million, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the January-through-August period, network TV investment climbed by 13.1% over the comparable 1978 period to almost $2.8 billion. For the first eight months, spending on ABC-TV amounted to $1,009,240,400, followed by CBS-TV, $924,787,100, and NBC-TV, $858,938,500.

	August			January-August		
	1978	1979	% change	1978	1979	% change
Daytime	$93,252,600	$109,268,000	+17.2	$848,662,400	$947,565,700	+11.7
Mon-Fri.	72,972,300	81,080,200	+11.1	594,652,100	649,256,200	+9.3
Sat.-Sun.	20,280,300	28,187,800	+39.0	254,010,300	297,609,500	+17.2
Nighttime	172,676,500	194,262,800	+12.5	1,621,560,600	1,845,500,300	+13.8
Total	$265,929,100	$303,530,800	+14.1	$2,470,223,000	$2,792,966,000	+13.1

	ABC	CBS	NBC	Total
January	$118,635,300	$113,706,300	$127,330,800	$359,452,400
February	131,397,400	118,682,200	103,456,700	353,536,300
March	138,522,600	118,829,900	113,657,600	371,010,100
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,842,300	108,053,600	99,193,000	324,088,900
July	104,006,200	101,583,300	90,946,000	296,535,500
August	110,201,800	102,621,100	90,707,900	303,530,800
Year-to-date	$1,009,240,400	$924,787,100	$858,938,500	$2,792,966,000

Week's worth of earnings reports from stocks in Broadcasting's index

Company	Period Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Columbia Pictures	year 6/30/79	$613,296,000	+6.7	$38,988,000	-43.3	4.01	$574,639,000	$68,824,000	7.40
Fuqua Industries	6 mo 6/30	1,010,741,000	+31.1	28,534,000	+118.7	2.18	770,934,000	13,046,000	.98
Harris Corp.	year 6/30/79	928,111,000	+6.4	63,089,000	+20.9	2.45	872,249,000	52,168,000	2.11
Outlet Co.	6 mo 7/31	131,309,000	+1.2	-457,000	-125.7	.35	129,871,000	1,773,000	.54
Turner Communications	6 mo 6/30	16,533,000	+9.5	-562,000	-247	-.06	15,096,000	395,000	-.04
New York Times Co.	6 mo 6/30	311,138,000	+9	17,077,000	+11.9	1.44	285,261,000	15,253,000	1.31
Westinghouse Electric	6 mo 6/30	3,703,200,000	+14.9	4,200,000*	-97.3	.05	3,222,100,000	141,000,000	1.62
Wrather Corp.	6 mo 6/30	24,238,000	+29.1	14,000	-98	.01	18,762,000	695,000	.30

*Settlement of four uranium supply contract suits incurred extraordinary loss of $169,962,000.

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about your station airing the wrong words at the wrong time.

WANG

Wang Voice Communications, Inc., Hudson, NH 03051

Warner Cable to sell ad time on Star Channel

Warner Cable Corp., New York, intends to break new ground in the pay cable field by offering advertising time for sale on its Star Channel system.

Warner doesn't have a target date for the start of the ads. John Lack, executive vice president for marketing and programing of Warner Cable, explained that commercials will be inserted in clusters, as in Europe, probably at the beginning or end of a program. Present thinking is to run Star Channel on a 24-hour-a-day basis.

Star Channel now offers subscribers an assortment of feature films and some special programing. It operates about 14 hours a day on RCA Satcom I and services 17 affiliates, most of them Warner-owned. Warner intends to step up its effort to attract additional cable systems.

Subscribers now pay about $8 a month for the pay service and receive more than 16 features during that period. Star Channel serves about 150,000 subscribers.

Pitching baseball

An effort to stimulate greater interest in spot radio by making it easier to buy sponsorships in major league baseball broadcasts was unveiled in New York last week.

The project has been undertaken by The Advisory Group (TAG), a joint Station Representatives Association/Radio Advertising Bureau committee whose mission is to increase spot radio sales. The key sales tool is a 25-page brochure, "Major League Baseball Radio Sports Report."

It lists for each team such information as a description of the originating station, names of sportscasters, national sales representative contact, SRA/RAB contact, estimate for season packages and information on baseball networks.

Don MacFarlane, director of market development for CBS Radio Spot Sales, said the report is expected to answer many of the questions raised by prospective radio sports advertisers. TAG expects to issue other reports on radio opportunities in major league basketball, football and hockey.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 24 through Sept. 28.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ Ft. Walton Beach, Fla.—SJK Inc. seeks 96.5 mhz, 100 kw, HAAT: 588 ft. Address: 2218 De Russey Rd. SE Huntsville, Ala. 35804. Estimated construction cost $301,600; first year operating cost $75,000; revenue $300,000. Format: Contemporary. Principals: Smith Broadcasting Inc. (99%), of which M. Davidson Smith III is chairman and 66.25% owner and his son, M. Davidson Smith IV is president and director and 13% owner. The elder Smith is also chairman of the board of SJK. Smith family also owns Smith Radio Inc., licensee of WNUE(AM) Ft. Walton Beach. Smith III is chairman of Rocket City Television Inc., licensee of WAAY-TV Huntsville. Son is president and director of same. Ann. Sept. 14.

TV applications

■ Buffalo, N.Y.—Anax Broadcasting Inc. seeks ch. 49; ERP 1000 kw vis., 100 kw aur., HAAT 966 ft.; ant. height above ground 999.8 ft. Address: 30 Longleat, Eggertsville, NY 14226. Estimated construction cost $1,574,000; first quarter operating cost $600,000; first quarter revenue $300,000. Legal counsel: James E. Greeley Esq, Washington, D.C. Consulting engineer: Robert Purcell, Washington, D.C. Principals: Alfred E. Anscombe and Paul A. Willax 1/3 each; John W. Koessler, Jr. and Paul J. Koessler 1/6 each. All are New York businessmen. Koesslers are brothers. Willax has 4% interest in WBEN-AM-FM, Buffalo. Ann. Aug. 31.

■ Des Moines, Iowa—220 Television Inc. seeks ch. 17; 3715 kw vis., 168 kw aur., HAAT 1769 ft.; ant. height above ground 1,756 ft. Address: 4935 Lindell Blvd., St. Louis, Mo. 63108. Estimated construction cost $2,831,438; first-quarter operating cost $342,783. Legal counsel: Koteen & Burt, Washington, D.C. Consulting engineer: James W. Honsey. Principals: Koplar Enterprizes, Inc., St. Louis (100%). Harold Koplar is chairman of 220 Television and president and 48% owner of Koplar. His sisters, Lilian Shenker and Betty Bennett own 25.625% and 15.6% respectively. Son Edward is member of board of both companies. There are no other broadcast interests. Ann. Aug. 31.

■ *Kannapolis, N.C.—Community Action Communications Inc. seeks ch. 64; ERP 12.42 kw vis., 1.24 kw aur., HAAT 318 ft.; ant. height above ground 293 ft. Address: 1908-A North Main Street, Kannapolis 28081. Estimated construction cost $12,500; first-quarter operating cost $47,370; first-quarter revenue $59,870. Legal counsel: Layton, McNees, Stone & Perry. Consulting engineer: Scott Baxter & Associates. Principals: Joel Fowler, president; Floyd Fry Jr., vice president; Dick Schoff, treasurer; Sharon Powell, secretary. All are officers of Community Action Communications, which is wholly owned by Truth Temple Inc., a non-profit organization. None has any other broadcasting interests. Ann. Aug. 31.

AM actions

■ Bowman, N.D.—Broadcast Bureau granted Larry L. Kemnitz 1340 khz, 1 kw-D, 250 w-N. Address: 508 West Turnpike, Bismarck, N.D. 58501. Estimated construction cost $41,474; first three months operating cost $21,372; revenue $110,000. Format: MOR. Principals: Kemnitz is one of three partners in accounting firm in Bismarck. He has no other broadcast interests. (BP-781108AG). Action Sept. 13.

FM actions

■ *Toccoa Falls, Ga.—Broadcast Bureau granted Falls College 90.9 mhz, 100 kw, HAAT: 333 ft. Address: Toccoa Falls, Ga. 30557. Estimated construction cost $108,807; first-year operating cost $102,378. Applicant is private college; Dr. Paul Alford is president. (BPED790518AB). Action Sept. 12.

■ *Richardson, Tex.—Broadcast Bureau granted St. Luke's Educational Foundation 88.1 mhz, 10 w. P.O. address: 1210 W. Belt Line Rd., Richardson 75080. Estimated construction cost $1,600; first-year operating cost $1,600. Principal: Ernest T. Ankeli Jr., president of nonprofit, unincorporated association. (BPED-2323). Action Aug. 29.

■ Highland Springs, Va.—Broadcast Bureau granted Henrico County Schools 91.1 mhz, 3 kw, HAAT: 103 ft. Address: P.O. Box 40, 201 E. Nine Mile Rd., Highland Springs 23075. Estimated construction cost $44,733; first-year operating cost $19,864; revenue $21,128. Principal: Henrico County School Board (BPED790312AC). Action Sept.

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3058	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

*Special temporary authorization **Includes off-air licenses

Ownership Changes

Applications

■ KVOK(AM) Kodiak, Alaska (560 khz, 1 kw-U)—Seeks assignment of license from Loren Bridges to Katchemak Broadcasters Inc. for $146,226. Seller has no other broadcast interests. Buyer is principally owned by Joe P. Josephson and Howard S. Truckey, Anchorage law partners who have no other broadcast interests. Ann. Sept. 25.

■ WXLS(FM) Willmantic, Conn. (98.3 mhz, 3 kw)—Seeks assignment of license from X.L.S. Broadcasting Corp. to Delta Communications Corp. for $175,000. Seller is principally owned by Kenneth Dawson who is selling WXLS and WKND(AM) Windsor, Conn., under FCC distress sale policy. Buyer is owned by Frank A. Jacobs Jr., Jeffrey A. Menzel, Trevor E. Thorington, Jose Oaks and Bradford Carson (17.2%) and Sullivan Brown (13.9%). Jacobs is Windsor, Conn., realtor; Menzel is employe of Hartford, Conn., broadcast training school; Thorington and Brown work for Hartford insurance companies; Oaks is supervisor of jet engine plant in Hartford, and Carson is Hartford investment banker. None have other broadcast interests. Ann. Sept. 18.

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